
Subject: Breastfeeding Promotion and Support

Effective Date: October 1, 2004

Revised From:

Policy: All WIC staff shall exhibit a positive attitude toward breastfeeding and promote breastfeeding as the preferred infant feeding method.

1. The State Agency (SA) has designated a state breastfeeding coordinator to ensure breastfeeding activities and breastfeeding promotion efforts are incorporated into WIC program operations. The state breastfeeding coordinator qualifications and duties include:
 - a. Have a college bachelor's degree (or higher) in a nutrition field. (Nutrition Services Standard #1 - Required)
 - b. Have specialized training in lactation management, such as a Certified Breastfeeding Educator (CBE) (Nutrition Services Standard #1-Required); however, International Board Certified Lactation Consultant (IBCLC) is preferred (Nutrition Services Standard #1-Best Practice)
 - c. Receive a minimum of 10 hours of continuing lactation education annually.
 - d. Assess, plan and evaluate state's breastfeeding activities on an annual basis.
 - e. Develop and update SA breastfeeding policies and procedures.
 - f. Provide training on breastfeeding promotion and support to State and local agency staff.
2. Each Local Agency (LA) designates a breastfeeding coordinator to ensure breastfeeding activities are incorporated into WIC program operations. The local breastfeeding coordinator qualifications and duties include:
 - a. Have a minimum of 1 year experience in breastfeeding counseling. (Nutrition Services Standard # 1 Required)

OR

- b. Have specialized training in lactation management - preferred CBE or IBCLC (Nutrition Services Standard #1-Best Practice)
- c. Complete the State provided Self-Instructional Modules - Promoting Breastfeeding and Breastfeeding Management.
- d. Assess, plan and evaluate clinic's breastfeeding activities on an annual basis. Complete and submit the breastfeeding component of the Nutrition Services Plan with input from all local staff.
- e. Monitor local agency breastfeeding rates.

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- f. Utilize the Nutrition Management Guidelines found in the Appendix Section and titled, "Pregnant Woman and Breastfeeding Woman Nutrition Management Guidelines" and "Low Risk Breastfed Infant Nutrition Management Guidelines" in counseling WIC clients to breastfeed and provide management and follow-up.
 - g. Monitor the funds designated for breastfeeding promotion and support within the LA budget to assure cost effectiveness and accountability.
 - h. Develop orientation guidelines and provide ongoing training to all LA staff regarding breastfeeding promotion and support.
 - i. Develop and update LA breastfeeding policies and procedures.
 - j. Ensure a breastfeeding-friendly LA environment that fosters a positive attitude toward breastfeeding.
3. All WIC staff shall have task appropriate breastfeeding training.
- a. All WIC staff shall have breastfeeding promotion included as part of their job expectations.
 - b. All new WIC staff shall complete the Promoting Breastfeeding Self Instructional Training Module.
 - c. All new WIC RN's and RD's or LD's shall complete the Promoting Breastfeeding and Breastfeeding Initiation and Management Self-Instructional Training Modules. They shall utilize the Nutrition Management Guidelines found in the Appendix titled, "Pregnant Woman and Breastfeeding Woman Nutrition Management Guidelines" and "Low Risk Breastfed Infant Nutrition Management Guidelines" in counseling WIC clients to breastfeed and provide management and follow-up.
4. The use of breastfeeding peer counselors to promote and support breastfeeding is encouraged.
- a. All peer counselors must complete Kansas' Peer Counseling Training Program and pass all tests to be considered a WIC Breastfeeding Peer Counselor. Breastfeeding Peer Counselors trained through other programs shall get approval from the state agency to be considered a Peer Counselor.
 - b. It is preferable that Breastfeeding Peer Counselors are previous or current WIC participants.

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- c. All Peer Counselors must participate in the continuing education provided by the SA.
- d. Breastfeeding Peer Counselor Supervisors in local WIC Programs with Peer Counselor's should have specialized training in lactation management, such as a CBE's or IBCLC's and must complete the Kansas' Peer Counseling Training Program when offered.

Reference: FR §246.11 (c)(7) , FR §246.25 (b), USDA publication dated October 2001, WIC Nutrition Services Standards, Standard 1

Procedure:

1. Follow the above recommendations for staff qualifications when hiring a new LA Breastfeeding Coordinator.
2. Local WIC Coordinators should contact the State when hiring new staff to obtain breastfeeding self-instructional modules.
3. LA's should contact the State BF Coordinator whenever the Local BF Coordinator changes.